PokeFresh

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Restaurant Concept (Project Idea)

What will be your restaurant's name and URL?

PokeFresh
pokefresh.us

Describe the type of food or drink and the related options the restaurant will serve.

Poke bowls

Customization
- Base: White Rice,Brown Rice, Salad, Mix
- Protein: Salmon, Albacore, Tuna, Tofu
- Sauce: Sweet Chili, Eel, Volcano, Ponzu, Yuzu, Garlic
- Sides: Crabmeat, Seaweed, Sunomono, Masago
- Toppings: Onion, Green Onion, Carrot, Sesame, Ginger

Describe the country, city, and neighborhood where the restaurant and its customers will be located.

United States, Los Angeles, Westwood Village (Urban)

Delivery Radius: Westwood Village

Choose a main target audience that your restaurant is focusing on.

College students: late night party-goers and late-night study crowd. (Restaurant is only open from 11pm to 3am.)

Estimate how much your restaurant's food will cost.

$ - Affordable

Write an elevator pitch for your restaurant.

Inspired by authentic Hawaiian poke, we bring authentic, high quality, and affordable poke to Westwood village. We are only open from sunset to sunrise.

Other Project Ideas

Bento box (sushi) for "latchkey" kids
- Located in Hong Kong
- $$ - Moderate
- "Bentobib"
- **Problem: Not that familiar with the location**

Pizza for young parents
- Located in Williamsburg, Brooklyn, NY
- $$$ - Pricey
- "Bodhi-zza"
- **Problem: Already too many pizza places that deliver.**

Ice cream for college students
- Located in Ann Arbor, MI
- $$ - Moderate
- "Hasting's"
- **Problem: How would they deliver ice cream? Logistics?**

Strategy

Reminder: Affordable poke (raw fish bowl), for college students, Westwood village (urban Los Angeles), only open at night.

Target Audience

The website will focus on the following target audiences:

Roles (groups of people with similar goals)

- Late-night partier
- Late-night studier
- Poke-lover who is looking for affordable food
- People who have never eaten poke but are open to new food

Demographics (gender, age, education, occupation, marital status, income, location)

- 18–30 year olds
- College students
- Single
- Limited income
- Urban

Psychographics (personality, values, attitudes, interests, lifestyles)

Personality & Attitudes
- Adventurous
- Snarky
- Youthful

Values
- Liberal
- Open-minded

Interests/Lifestyles
- Active
- Spending time with friends
- Studious
- Partiers

Strategy

User Personas

Chad Glover (18) – The Jock
- 18 year old UCLA Student
- Likes to party
- Originally from east coast but decided on going to "Cali" for college because of warm weather
- Often shirtless
- "School is chill… I'm also trying to have a good time though! ;) "

Jenna Sawyer (20) – The Studious

- 20 year old UCLA Student
- Stays up late studying
- Too busy to cook in dorm room, usually resorts to ordering food
- Has perfect GPA
- "I need to stay up late and work hard so I can go to grad school… I don't have time to leave campus."

Arshia Zadeh (28) - The Foreign Student
- Arshia is from Tehran studying graduate Aerospace Engineering at UCLA.
- Arshia and his friends usually order in on Friday nights and have never tried poke before.
- "I love trying new food."

Strategy

User Needs

The website needs to enable the user to:

- *Find out if the restaurant delivers to their area*
- *Order food online*
- Find out if the restaurant is open
- Customize the order or pick from a list of favorite bowls
- Be functional for the inebriated
- Provide a solid mobile experience since most people will access site from mobile device
- Follow the order after it has been placed

Client Needs

The website needs to enable the client to:

- *To sell food online that will be delivered*
- *Provide a system for order customization*
- Communicate fast service
- Communicate affordability
- Communicate freshness
- Explain what poke is to people who have never eaten it

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.
"The user will be looking for…"

- Opening times
- Describe delivery radius: only one Westwood zip code
- Describe delivery speed: "we deliver within the hour"
- Display prices
- Food Menu
- Images of menu items
- About Us
- About Poke
- Contact
- FAQ
    - Is the fish fresh?
    - What is your delivery radius?
    - How much is it to deliver?
    - Is there a minimum order?
    - What is Poke?
    - Ew! Is raw fish safe?!
    - Who can I contact with questions?

Functionality Requirements

Systems that will allow the user accomplish tasks.
"The user will be able to…"

- Choose from list of pre-made poke bowls
- Or create customized poke bowls
    - Base
    - Protein
    - Sauce
    - Sides
    - Toppings
- Add items to shopping cart
- Check out
    - Enter payment info
    - Enter delivery address
- See real-time order status on a map

Sitemap

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                                    ┌──────────────┐
                                    │     Home     │
                                    └──────────────┘
        ┌──────────────┬─────────────────┼─────────────────┬──────────────┐
┌──────────────┐  ┌──────────────┐  ┌──────────────┐  ┌──────────────┐
│     Poke     │  │   Contact    │  │    About     │  │  Questions   │
└──────────────┘  └──────────────┘  └──────────────┘  └──────────────┘
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About
– About Us
– About Poke

Questions
– Is the fish fresh?
– What is your delivery radius?
– How much is it to deliver?
– Is there a minimum order?
– What is Poke?
– Ew! Is raw fish safe?!
– Who can I contact with questions?

```
┌──────────────┐        ┌──────────────┐
│    Faves     │        │    Custom    │
└──────────────┘        └──────────────┘
                            ┌──────────┐
                            │   Base   │
                            └──────────┘
                            ┌──────────┐
                            │ Protein  │
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                            │  Sauce   │
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                            ┌──────────┐
                            │  Sides   │
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                            ┌──────────┐
                            │ Toppings │
                            └──────────┘
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┌──────────────┐     ┌──────────────┐     ┌──────────────────┐
│  Add to Cart │ ──> │   Checkout   │ ──> │ See Order Progress│
└──────────────┘     └──────────────┘     └──────────────────┘
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